

Remarks

The Examiner is again thanked for the careful review given the present patent application.

As an initial matter, certain non-narrowing amendments have been made to the claims for all purposes of clarity. Additionally, the claims have been amended to specify that there are at least three levels of control of the content. Full support for these amendments can be found throughout the specification (see, e.g., pages 8-9).

Withdrawal of the rejection over Bramhill is respectfully requested. Applicants do not concede the applicability of Bramhill, but even assuming that Bramhill disclosed indicia associated with content to permit transfer from a first memory to a second memory, as stated by the Examiner, at most Bramhill discloses only *two* levels of control. In other words, Bramhill discloses a copy protection scheme wherein data is either not protected or wherein data is completely protected, i.e., all of the available copy controls are either enabled or disabled. In accordance with the presently claimed subject matter, there are at least three levels of control. The newly added dependent claims reflect certain embodiments wherein different activities are permitted or disallowed depending on the type of content control.


The presently claimed subject matter is novel and inventive over the Bramhill reference. Bramhill does not disclose or suggest at least three levels of control, and Bramhill does not suggest the advantages that may be obtained in certain embodiments when three levels of control are applied and available. For example, as discussed in the specification, when a ringtone is provided, the ringtone may be designed solely for promotional use, such that it not retained in non-volatile memory. In another level of control, the ringtone may be for the personal use of the recipient, such that it may be redered and retained but not forwarded to a third party. In yet another level of control, all of these restrictions are removed.

Finally, new claims 41 to 52 have been added. These claims are supported by the specification and do not add new matter.

Allowance of all of the claims of the present application is respectfully solicited.

Respectfully submitted,

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